

SYSTEM AND METHOD FOR PREVIOUS CUSTOMERS
WITH PRODUCT SAMPLES

ABSTRACT

A method and system for providing a customer with various different samples of products that are shipped on a subscription basis over a period of time. The different samples of the product are sent to the customer based on the period of subscription. In particular, the invention is directed to a system and method for providing a customer with different samples of publications over a trial, or sample-subscription period. The customer can choose between a predetermined interest category of publications or may choose to formulate a customized personal-interest category. During the sample-subscription period, the customer will then be sent various publications, e.g., a different publication during each delivery cycle, e.g., each month, based on the chosen interest category.